



2010 SUGAR AND SPECIALTY CROP HIGHLIGHTS

◆ **Sugar**

Sugar production for 2010 was 172,000 tons of 96° raw sugar, a decrease of 2 percent from the previous year. This was the eighth consecutive year for which raw sugar production levels decreased. Sugar price during 2010 increased by 62 percent to \$606 per ton which is the highest since 1974. Raw sugar, with a total value of \$104.2 million, was up 58 percent from the 2009 level. Hawaii's one sugar plantation was able to harvest 1.2 million tons of sugarcane from 15,500 acres. The average yield for sugarcane harvested in 2010 was 77.1 tons per acre.

◆ **Coffee**

For the 2010-2011 growing season, Hawaii coffee growers harvested 6,300 acres, unchanged for the past three consecutive years. About 8.8 million pounds of parchment equivalent was picked during the season, 1 percent more than the 2009-2010 marketings. Weather was variable with some areas experiencing drought conditions while other areas fared much better. Irrigation was stepped up to help alleviate the dry conditions. Next season 2011-2012 crop is expected to be better due to more rainfall. The Coffee Berry Borer (CBB) was confirmed on the Big Island on September 8, 2010. Measures are being implemented to control the pest on Hawaii island and prevent the spread to the other islands. The average farm price for coffee from the 2010-2011 season was \$3.80 (parchment equivalent basis), up 20 cents from the revised previous year's average. Total farm revenues generated was an estimated \$33.4 million (parchment equivalent basis), 7 percent higher than the revised 2009-2010 value of \$31.3 million. Hawaii County and the aggregate totals of Kauai, Honolulu, and Maui Counties coffee breakouts are not published beginning with the 2009-2010

season to protect the confidentiality of individual operations.

◆ **Macadamia Nuts**

Hawaii's 2010-2011 utilized production of macadamia nuts is estimated at 40.0 million pounds net, wet-in-shell. This season's estimate represents a 2.0 million pound or 5 percent decline from the previous season and the lowest since the 1984-1985 season. Dry weather contributed to the 2010-2011 lower output. Some growers noted it had been the driest year on record. More rainfall should improve orchards and the next season's 2011-2012 crop. Other factors contributing to the smaller crop were economics, insects, diseases, feral pigs, and volcanic fog damage on flowers. When examining the harvested crop immature and moldy, rotten nuts accounted for more than half of the loss assessment.

For the 2010-2011 season, growers harvested an estimated 15,000 acres, unchanged for the past four seasons. Statewide, there were 17,000 acres in crop and an estimated 1.2 million macadamia nut trees. Yields averaged 2,670 pounds per acre (net, wet-in-shell basis) for the 2010-2011 season, or 130 pounds less per acre than the 2009-2010 season. Average moisture content for this season's entire crop was 20.3 percent compared with 20.1 percent for the 2009-2010 crop.

The average farm prices have begun to improve after recent years of low returns, providing some incentive for growers to maintain their orchards. The farm price for macadamia nuts averaged 75.0 cents per pound on a net, wet-in-shell basis for the 2010-2011 crop season, 5.0 cents more than the 2009-2010 average and increasing for the third consecutive year. Higher price contributed to the 2 percent rise in farm value from last season to \$30.0 million this season.